



CONSUMER MARKETING REPORT

Presented to the
Tourism Advisory Council

Great Falls, Montana
February 5, 2008





WINTER INQUIRIES & WEB VISITATION



MONTANA PROMOTION DIVISION · DEPARTMENT OF COMMERCE



WINTER INQUIRIES

AUGUST 1- DECEMBER 31, 2006 & 2007

Campaign	2006	2007	% Change
Winter Campaign			
Magazine	500	189	-62%
Direct Mail	5,612	4,176	-26%
Key Market*	1,705	2,180	28%
The North Face/Outside	21,187	n/a	n/a
GRAND TOTAL	29,004	6,545	-78%

*Key Market = MN & SEA



INTERNET ANALYSIS

JANUARY 1-DECEMBER 31, 2006 & 2007

Website	2006	2007	% Change
Main Homepage	6,586,136	7,995,754	21%
Winter Site*	482,387	504,311	5%
Win Your Own Mtn	44,820	n/a	-5%
3 Parks (MT/WY)	46,536	52,208	12%
Lewis & Clark	381,806	332,811	-13%
Montana Kids!	1,413,115	1,180,222	-16%
Indian Nations	325,173	479,835	48%
Dinosaur Trail	156,867	207,873	33%
GRAND TOTAL	9,436,840	10,753,014	14%

*August 1- December 31, 2006 and 2007





WINTER UPDATES



MONTANA PROMOTION DIVISION · DEPARTMENT OF COMMERCE

SKI MONTANA SHOW

SEATTLE, WA



MONTANA
BIG SKY COUNTRY

MONTANA PROMOTION DIVISION · DEPARTMENT OF COMMERCE

SKI MONTANA SHOW

SEATTLE, WA



MONTANA
BIG SKY COUNTRY

MONTANA PROMOTION DIVISION · DEPARTMENT OF COMMERCE



SWEEPSTAKES WINNERS

- Sled the Rockies
 - Julie Reuter, Pineville, NC
- Winter Dream Giveaway (MN)
 - Shelly Howe, Edina, MN
- Winter Dream Giveaway (SEA)
 - Stephen North, Olympia, WA





2008 WARM SEASON CAMPAIGN



MONTANA PROMOTION DIVISION · DEPARTMENT OF COMMERCE



CAMPAIGN STRATEGY

- Consistency across all TM promotions
- Limited dollars => super-targeted strategy
- Variety of media to reach geo- and lifestyle-targeted audiences





WARM SEASON CONSUMER CAMPAIGN

- National Campaign
- Key Market Campaign
- In-State Promotion
- 3 Parks





NATIONAL CAMPAIGN

- Print
- Internet
- Web Development





PRINT CAMPAIGN

Strategy

- Utilize proven performers
- Build a relationship with our target audience
- Budget is a compromise between reach & frequency:
 - Narrow number of publications (reach)
 - Increase number of insertions (frequency)
- Increase presence of insertions (size/recall)





PRINT CAMPAIGN

Segments

- Traditional (Family)
- Active Mature
- RV / Camping
- Photography
- Outdoor Enthusiasts
- History / Culture
- In-flight
- Removed Bridal segment





PRINT CAMPAIGN

Publications

- AAA Tourbook
- AARP Magazine
- Alaska/Horizon Air
- History Channel
- Audubon
- Backpacker
- Budget Travel
- Better Homes & Gardens
- Good Housekeeping
- Madden Newspaper Insert
- National Geo Adventure
- National Geo Traveler
- NY Times T:Travel
- Outside
- Popular Photography
- Trailer Life
- Smithsonian
- Sunset
- Travel & Leisure





PRINT CO-OPS

Good Housekeeping (8-page special section)

- Butte CVB
- Helena CVB
- Missoula CVB
- Custer Country
- Glacier Country
- Gold West Country
- Missouri River Country
- Russell Country
- Private partners: Glacier Park, Inc. & Red Lion Hotels





PRINT CO-OPS

CONT'D

Madden Pre-Print (8-page Newspaper Insert)

- Butte CVB
- Helena CVB
- Missoula CVB
- Glacier Country
- Missouri River Country
- Russell Country

Audubon (5-page special section)

- Bozeman CVB
- Missoula CVB
- Custer Country
- Glacier Country
- Missouri River Country
- Russell Country





PRINT CO-OPS

CONT'D

National Geographic Traveler (one-page co-op)

- Big Sky CVB
- Bozeman CVB

Sunset (one-page co-op)

- Big Sky CVB
- Bozeman CVB

Travel & Leisure Family (one-page co-op)

- Helena CVB
- Russell Country





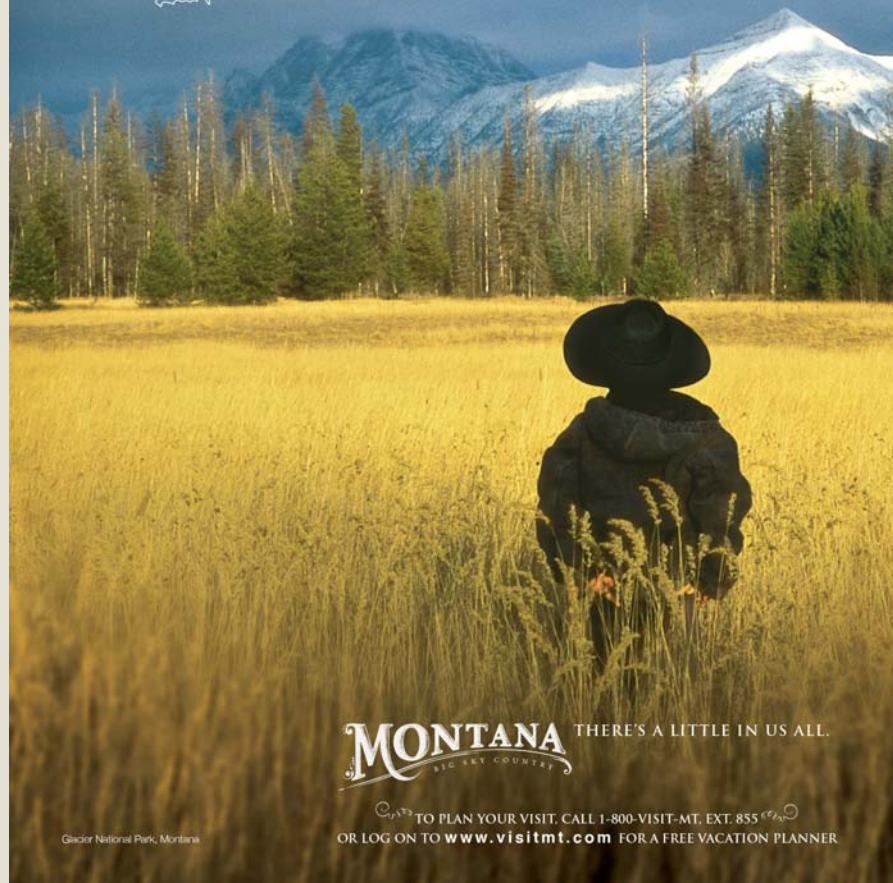
PRINT CAMPAIGN

- Campaign runs Feb 08 through July 08
- \$1,022,620.73
 - Co-op contribution: \$32,722.18 (3% of total)
- Circulation: 22,329,968
- CPM: \$45.80





There's a little Big Sky in you.
A part that can't sit still.
Someone who loves side roads. Or maybe, no roads.
Who always goes left when you're supposed to go right.



MONTANA THERE'S A LITTLE IN US ALL.
BIG SKY COUNTRY

Glacier National Park, Montana

TO PLAN YOUR VISIT, CALL 1-800-VISIT-MT, EXT. 855
OR LOG ON TO www.visitmt.com FOR A FREE VACATION PLANNER

WARM SEASON PRINT
MONTANA
BIG SKY COUNTRY

MONTANA PROMOTION DIVISION · DEPARTMENT OF COMMERCE



There's a little live and let live in you.
A little bit of wander.
Unchanged. Unknown. Yet somehow, larger than life.
It's the child part. The wild part.
The part that keeps us on our toes.




MONTANA THERE'S A LITTLE IN US ALL.
BIG SKY COUNTRY

Near Polebridge, Montana

TO PLAN YOUR VISIT, CALL 1-800-VISIT-MT. EXT. 844
OR LOG ON TO www.visitmt.com FOR A FREE VACATION PLANNER

WARM SEASON PRINT
MONTANA
BIG SKY COUNTRY

MONTANA PROMOTION DIVISION · DEPARTMENT OF COMMERCE



There's a little cowboy in you.
A little part that walks the walk.
That'd run wild in a place full of teepees & t-bones.
It's the part that loves to say "just passing through."

MONTANA
BIG SKY COUNTRY



THERE'S A LITTLE IN US ALL.

TO PLAN YOUR VISIT, CALL 1-800-VISIT-MT, EXT. 846
OR LOG ON TO www.visitmt.com FOR A FREE VACATION PLANNER

Montana Bar in Miles City, Montana

WARM SEASON PRINT
MONTANA
BIG SKY COUNTRY

MONTANA PROMOTION DIVISION · DEPARTMENT OF COMMERCE



There's a little live and let live in you.
A little bit of wander.
Unchanged. Unknown. Yet somehow, larger than life.
It's the child part. The wild part.
The part that keeps us on our toes.

Iceberg Lake, Glacier National Park, Montana

MONTANA THERE'S A LITTLE IN US ALL
THE GREAT OUTDOORS

GO TO PLAN YOUR VISIT. CALL 1-800-VISIT-MT. EXT. 841
OR LOG ON TO www.visitmt.com FOR A FREE VACATION PLANNER



WARM SEASON PRINT

MONTANA
BIG SKY COUNTRY

MONTANA PROMOTION DIVISION · DEPARTMENT OF COMMERCE



There's a little part of you perpetually browsing.
The antique store. Art gallery. And soda fountain.
That's happily unsure of what era you've landed in.
A part that knows rodeo isn't pronounced "ro-day-o."

MONTANA THERE'S A LITTLE IN US ALL.
BIG SKY COUNTRY

TO PLAN YOUR VISIT, CALL 1-800-VISIT-MT. EXT. 853574
OR LOG ON TO www.visitmt.com FOR A FREE VACATION PLANNER.

T. Charlesworth's Trading Company in Bozeman, Montana

WARM SEASON PRINT

MONTANA

BIG SKY COUNTRY

MONTANA PROMOTION DIVISION · DEPARTMENT OF COMMERCE

Special Advertising Section

UPCOMING EVENTS

GARDEN CITY BREWFEST (Missoula) May 3, 2008	RED LODGE MUSIC FESTIVAL (Red Lodge) June 7-15, 2008	AUGUSTA AMERICAN LEGION RODEO & PARADE (Augusta) June 29, 2008
LEWIS & CLARK INTERPRETIVE CENTER 10TH ANNIVERSARY (Great Falls) May 4, 2008	RED BOTTOM CELEBRATION (Frazer) June 20-22, 2008	NATIONAL FOLK FESTIVAL (Butte) July 11-13, 2008
LIVING HISTORY WEEKENDS (Nevada City & Virginia City) Every weekend starting May 23 – Labor Day	LIBBY LOGGER DAYS (Libby) June 26-28, 2008	SUMMERFAIR (Billings) July 12-13, 2008
MONTANA DINOSAUR FESTIVAL (Malta) June 6-7, 2008	CUSTER'S LAST STAND REENACTMENT (Hardin) June 27-29, 2008	BITE OF BOZEMAN (Bozeman) July 30, 2008

Montana Tourism Resources:

MONTANA TOURISM OFFICE
1-800-VISIT-MT, ext. 825
visitmt.com

RUSSELL COUNTRY
1-800-527-5348
russell.visitmt.com

HELENA CVB
1-800-743-5362
gohelena.com

GLACIER PARK, INC.
406-892-2525
glacierparkinc.com

GOLD WEST COUNTRY
1-800-879-1159, ext. 807
goldwest.visitmt.com

MISSOURI RIVER COUNTRY
1-800-653-1319
missourinrivervisitmt.com

BUTTE CVB
1-800-735-6814
buttecvb.com

**BEARTOOTH
HARLEY-DAVIDSON/BUELL**
1-877-292-0562
beartoothrentals.com

GLACIER COUNTRY
1-800-338-5072
glaciertmt.com

CUSTER COUNTRY
1-800-346-1876, ext. 508
custercountry.com

MISSOULA CVB
1-800-526-3465, ext. GH7
missoulacvb.org/house

RED LION HOTELS
1-800-RED-LION
redlion.com

**WE'LL GIVE YOU A NICE,
COMFORTABLE ROOM TO STAY IN.
AND 1,872 REASONS TO LEAVE IT.**

You won't want to leave when you stay at a Red Lion, but with our new online destinations guide, it will be hard not to. Find Montana's best attractions, restaurants, events and more just a click away when you visit us online. And, after you've seen the Treasure State's finest, relax in our new guest rooms, complete with plush pillowtop beds, triple sheeting, granite baths, ergonomic workspaces and free high-speed wireless Internet. Visit us today to see it all and **STAY COMFORTABLE.**

redlion.com • 800-Red Lion

GUESTAWARDS



RED LION
HOTELS

Montana Destinations: Helena • Kalispell • Missoula

900/1106

GOOD HOUSEKEEPING CO-OP



MONTANA PROMOTION DIVISION • DEPARTMENT OF COMMERCE



Pelicans congregate at the Medicine Lake National Wildlife Refuge in Northwestern Montana. Photographer: Donnie Sexton

the Lake Mason National Wildlife Refuge with long-billed curlews, sage grouse and upland sandpipers.

Montana is a different kind of place. A place more comfortable with habitat than highways. A place where endangered species seem less so. Montana offers the most abundant and diverse wildlife experience in the lower 48 states. From birds to bears, from west to east, it is an unrivaled brush with the fauna of North America.

world's last free-roaming black-footed ferret populations. And just south of Glendive, turkey vultures soar over Makoshika State Park, while chipping sparrows, Bullock's orioles and cedar waxwings fill the air with song.

As you head west towards Billings, don't forget your spotting scope! Pompeys Pillar National Monument offers a variety of birds on the Bureau of Land Management sensitive species list such as the ferruginous hawk, Franklin's gull, Forster's tern, loggerhead shrike, northern goshawk and the peregrine falcon. Gracing the stark prairies and plateaus north of Billings is



Montana Tourism Resources:

MONTANA TOURISM OFFICE
1-800-VISIT-MT, ext. 826
visitmt.com

GLACIER COUNTRY
1-800-338-5072
explore.glaciertmt.com

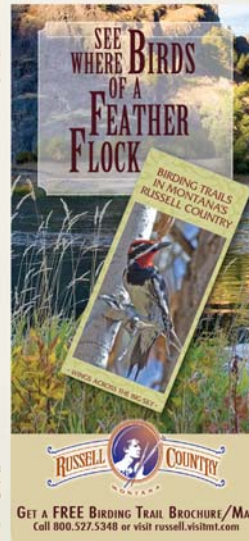
RUSSELL COUNTRY
1-800-527-5348
russell.visitmt.com

MISSOURI RIVER COUNTRY
1-800-653-1319
missouririver.visitmt.com

CUSTER COUNTRY
1-800-346-1876, ext. 808
custercountry.com

MISSOULA CVB
1-800-526-3465, ext. AN7
missoulacvb.org/audubon

BOZEMAN CVB
1-800-228-4224, ext. 803
am.visitbozeman.net



SOMETHING GREAT
IS ABOUT TO
TAKE FLIGHT.



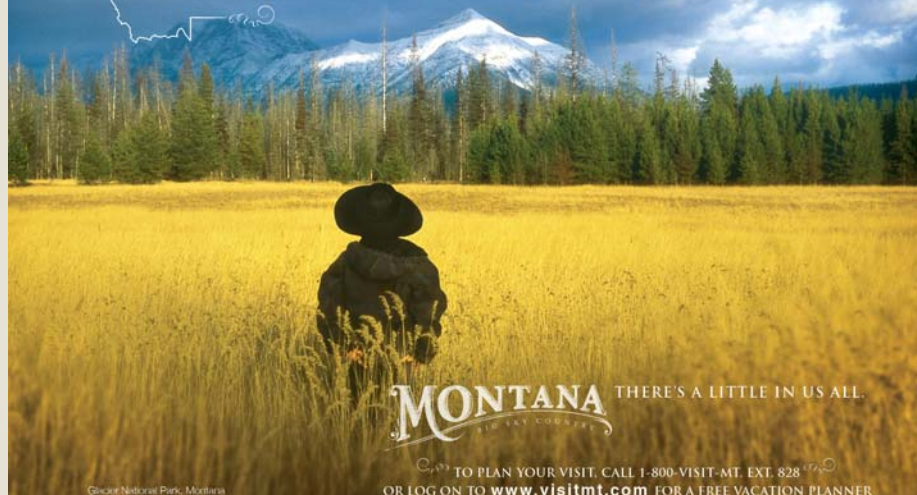
AUDUBON CO-OP

MONTANA
BIG SKY COUNTRY

MONTANA PROMOTION DIVISION · DEPARTMENT OF COMMERCE



There's a little Big Sky in you.
A part that can't sit still.
Someone who loves side roads. Or maybe no roads.
Who always goes left when you're supposed to go right.



MONTANA THERE'S A LITTLE IN US ALL.
BIG SKY COUNTRY

Glacier National Park, Montana

TO PLAN YOUR VISIT, CALL 1-800-VISIT-MT. EXT. 828
OR LOG ON TO www.visitmt.com FOR A FREE VACATION PLANNER

Montana Helena

IN HELENA, YOU'LL FIND A LITTLE BIT OF NEW
AND A LITTLE BIT OF GOLD.

Helena is that rare modern city that retains her legacy through an array of history and culture. From our provocative museums to our charming shops and delectable restaurants, we'll keep you fascinated in one of America's "Best Little Art Towns." We're between Yellowstone and Glacier National Parks. For a free planner, call 1-800-743-5362 or visit www.gohelena.com.



BOOK A PLEASURE CRUISE
IN MONTANA'S RUSSELL COUNTRY.



Vacation in one of Big Sky Country's hottest destinations, Russell Country, where our legendary outdoor recreation and gracious people will have you coming back year after year. Each season holds the promise of a new Montana-style adventure for every member of your family. For a free planner, call 1-800-527-5348 or visit www.russell.visitmt.com.

TRAVEL & LEISURE FAMILY CO-OP



MONTANA PROMOTION DIVISION · DEPARTMENT OF COMMERCE

Celebrate National Trails Day in
MONTANA
 BIG SKY COUNTRY

In a state that's as big as all outdoors, you shouldn't be surprised to find that hiking and backpacking are the preferred leisure pursuits here. Long backpacking trips and short hikes through millions of acres of national forest and numerous wilderness areas are a rite of passage (or perfect date) for many Montanans. First kisses, wedding vows and even a business plan or two have all been hatched when some fun-loving Montanan felt the urge to "get out for awhile."

Montana's most famous backpacking destination is Glacier National Park. The park's main thoroughfare, Going-To-The-Sun Road, serves as a veritable 52-mile-long trailhead to more than 700 miles of trails. Most people leave the car behind to access a seemingly



Bull elk bugling in Yellowstone National Park. Photographer: Jason Lago

endless myriad of short nature walks, day hikes and multi-day slogs deep into unspoiled backcountry. All are reasons why Glacier is often deemed "The Backpacker's National Park." And rightfully so.

In contrast, Yellowstone National Park is set up for motorists. The area is roughly 63 miles north to south and 54 miles east to west- bigger than Rhode Island and Delaware combined - and interconnected nicely by a figure-eight loop. This provides a nice segue for those who like to get off the beaten path - over 1,000 miles of trails lead

in every direction. Easy half-day jaunts are typified by wildlife viewing and expansive valleys; other trails require know-how, backcountry skill and a set of fully functioning lungs.

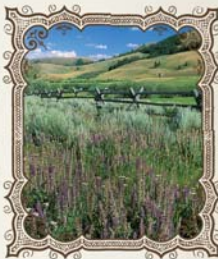
Being bookended by two national treasures, some would be hard-pressed to hike anywhere else. But thanks to three million acres of designated wilderness, Montana is a virtual backpacker's decathlon. Areas to explore include the Bob Marshall Wilderness, south of Glacier National Park; the Bitterroot Mountains, south of Missoula; the Absaroka-Beartooth Wilderness, north of Yellowstone; the Crazy Mountains, east of Bozeman and Makoshika State Park, east of Glendive. For complete listings, visit www.fs.fed.us/r1

As passionate as Montanans are about wild places, they're equally passionate about protecting them. Nine Montana organizations including REI-Missoula and the Bob Marshall Wilderness Foundation are hosting National Trails Day events on July 7. National Trails Day is a long-standing celebration of America's magnificent trail systems and the countless supporters and volunteers that make it possible.

Thanks to conservation efforts, seven million acres of roadless wilderness make Montana the perfect place to celebrate National Trails Day, every day. So if you ever find yourself muttering, "I need to get out for awhile," we understand. There's a little Montana in us all. Some of us just don't know it yet.

For a complete list of National Trails Day events in Montana, visit www.americanhiking.org/events

WWW.VISITMT.COM



Lemhi Pass, Bitterroot Mountains, Montana. Photographer: Donnie Sexton

There's a little live and let live in you.
 A little bit of wander.
 Unchanged. Unknown. Yet somehow, larger than life.
 It's the child part. The wild part.
 The part that keeps us on our toes.

MONTANA
 BIG SKY COUNTRY

THERE'S A LITTLE IN US ALL.

TO PLAN YOUR VISIT, CALL 1-800-VISIT-MT, EXT. 834
 OR LOG ON TO www.visitmt.com FOR A FREE VACATION PLANNER

Iceberg Lake, Glacier National Park, Montana

BACKPACKER ADVERTORIAL SPREAD

MONTANA
 BIG SKY COUNTRY

MONTANA PROMOTION DIVISION · DEPARTMENT OF COMMERCE



CONSISTENCY IN MESSAGE



MONTANA PROMOTION DIVISION · DEPARTMENT OF COMMERCE

Special Advertising Section

MONTANA

BIG SKY COUNTRY

RECONNECT WITH YOUR INNER CHILD OR GIVE YOUR KIDS A WINTRY EXPERIENCE THEY'LL NEVER FORGET.

WINTER THE WAY YOU REMEMBER IT

Remember catching snowflakes on your tongue when you were a kid? How about making "snow angels" in a blanket of fresh fluff? And when was the last time you went sledding...down a neighborhood hill, behind a horse-drawn sleigh, or perhaps behind a string of excited doggies? With the down-home hospitality you remember from childhood and a healthy dose of the new and pleasantly unexpected, the magic of winter and all its possibilities comes to life in sparkling, sunny Montana.

Montana serves up something to satisfy every passion, from skiing and snowboarding to natural hot spring soaking. Cross-country ski, snowmobile or take a snowcoach into Yellowstone National Park and witness steam breathing bison. Kick back for a day of soaking and spa therapy at one of Montana's natural hot springs resorts. How about snowshoeing into the winter solitude of Glacier National Park or snowmobiling through the Big Sky state's expansive national forests? Ever dream of climbing a frozen waterfall amidst a backdrop of crystallized peaks and snow-heavy valleys? Visitors to Montana will find all of this perched on a backdrop of quaint towns with genuinely hospitable people.

For those whose fondest memories are of the downhill variety, Montana provides a perfect reminder of why you fell in love with skiing in the first place. Tap into the uncomplicated, uncrowded essence of skiing and snowboarding at one of 16 areas across the Big Sky state. Montana offers it all, from big bodacious mountain resorts offering deep snow, massive verticals, and boundless amenities, to down-home, family-run areas offering superb value and lots of soul. No matter what your ski area of choice may be, one constant across the treasure state is the plenitude of billowy cold-smoke powder.



BOZEMAN, MONTANA: WATCH FOR THE BLUE LIGHT

Here's a tip for those fond of powder snow: When visiting the blossoming burg of Bozeman, keep an eye peeled for the telltale blue light mounted atop the historic Baxter Hotel. Locals – and visitors in the know – realize this sapphire beacon can only mean one thing...fresh snow has blanketed the Bridger Bowl Ski Area. And here in Montana, "freshies" come in that extra billowy variety that hangs in the air long after you've arced down the mountain.

BIG SKY/MOONLIGHT INTERCONNECT: BIGGEST SKIING IN THE U.S.

Thanks to the newly offered Lone Peak Interconnect lift ticket option, skiers & snowboarders are free to explore more terrain than any other area in the U.S. at Big Sky Resort and adjacent Moonlight Basin. Together they offer over 5,500 acres of skiing and riding. More terrain means more options for all levels. In fact, there are many die-hard locals who will admit to having barely scratched the surface at this massive, European-style interconnect.

There's a little pristine in you.
A little innocence. And a little untouched.
A part that believes your best work is done on a blank canvas.
The part that is most inspired by untracked white.

MONTANA THERE'S A LITTLE IN US ALL.

TO PLAN YOUR VISIT, CALL 1-800-VISIT-MT, EXT. 800 OR LOG ON TO www.wintermt.com FOR A FREE WINTER GUIDE.

WINTER PRINT CO-OP

MONTANA

BIG SKY COUNTRY

MONTANA PROMOTION DIVISION · DEPARTMENT OF COMMERCE



There's a cowboy in you.
 A part that walks the walk.
 Someone who loves side roads. Or maybe no roads.
 The cowboy in you that loves to say "just passing through."

MONTANA THERE'S A LITTLE COWBOY
BIG SKY COUNTRY IN US ALL.

TO PLAN YOUR VISIT, CALL 406-841-2870, FAX 406-841-2871
 OR LOGON TO www.visitmt.com

Glacier National Park, Montana



CUSTER COUNTRY, MONTANA
 Custer Country, in Southeastern Montana, is a changing landscape of badlands, flatlands and highlands; big cities, small towns, open space and endless sky. Experience the art, culture, and history of America's old west. Visit Little Bighorn Battlefield – site of Custer's Last Stand. Visit www.CusterCountry.com and click Free Guide, mention ad #208.



GLACIER NATIONAL PARK, MONTANA
 Visiting Glacier National Park in Montana is an experience that is about more than scenery. The historic lodges fit the landscape perfectly and tours in vintage red buses reveal the Going-to-the-Sun Road like no other could. Fun activities like boat cruises, hiking, river rafting and horseback riding await. Call Glacier Park, Inc. at 406-892-2525 or visit www.glacierparkinc.com to book your client's 2008 Glacier National Park vacation.



BEARTOOTH HARLEY-DAVIDSON/BUELL
 Ride through Montana in the saddle of a Harley-Davidson motorcycle. From the Big Horn Mountains, over Chief Joseph's Highway to the famous Beartooth Pass – experience Montana with the wind in your hair and an unparalleled freedom. Visit www.beartoothrentals.com to rent your Harley for the ride of a lifetime.

DISCOVER AMERICA (INTERNATIONAL CO-OP)



MONTANA PROMOTION DIVISION · DEPARTMENT OF COMMERCE



There's a little homegrown in you.
A little roll-up-your-sleeves. Loosen-your-tie.
It's the focused part that keeps on track all day.
And the wandering part that strays off the beaten path after hours.
The part that keeps us on our toes.



MONTANA
BIG SKY COUNTRY

THERE'S A LITTLE IN US ALL.

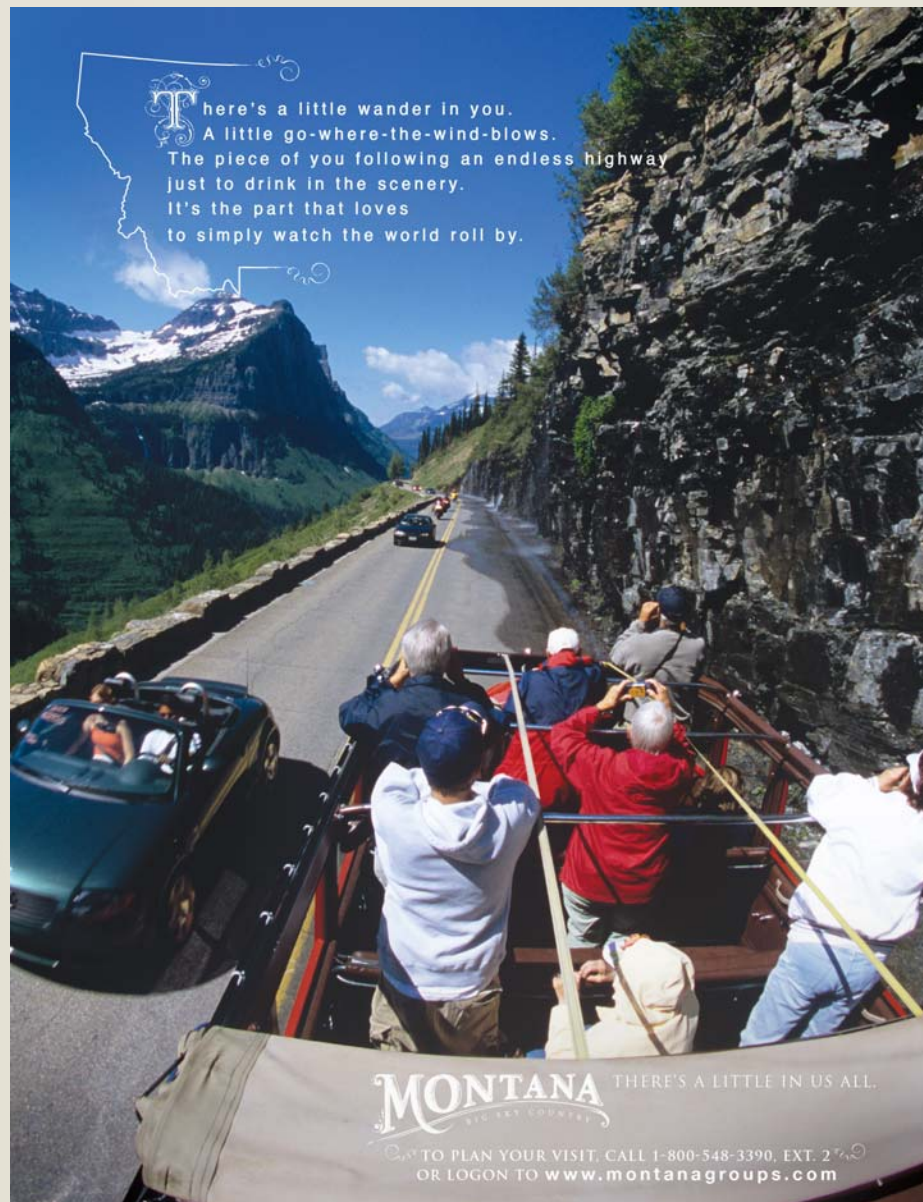
Big Timber, Montana

TO PLAN YOUR VISIT, CALL 1-800-548-3390, EXT. 2
OR LOG ON TO www.montanameetings.com

MEETINGS & CONVENTIONS

MONTANA
BIG SKY COUNTRY

MONTANA PROMOTION DIVISION · DEPARTMENT OF COMMERCE



THERE'S A LITTLE WANDER IN YOU.
A little go-where-the-wind-blows.
The piece of you following an endless highway
just to drink in the scenery.
It's the part that loves
to simply watch the world roll by.

MONTANA THERE'S A LITTLE IN US ALL.
BIG SKY COUNTRY

TO PLAN YOUR VISIT, CALL 1-800-548-3390, EXT. 2
OR LOGON TO www.montanagroups.com

GROUP TOURS



MONTANA PROMOTION DIVISION · DEPARTMENT OF COMMERCE

**TRAVEL MONTANA
DEPARTMENT OF COMMERCE**

301 South Park Avenue • PO Box 200533 • Helena, MT 59620-0533
800-VISITMT (800-847-4868) or 406-841-2870 • TDD: 406-841-2702
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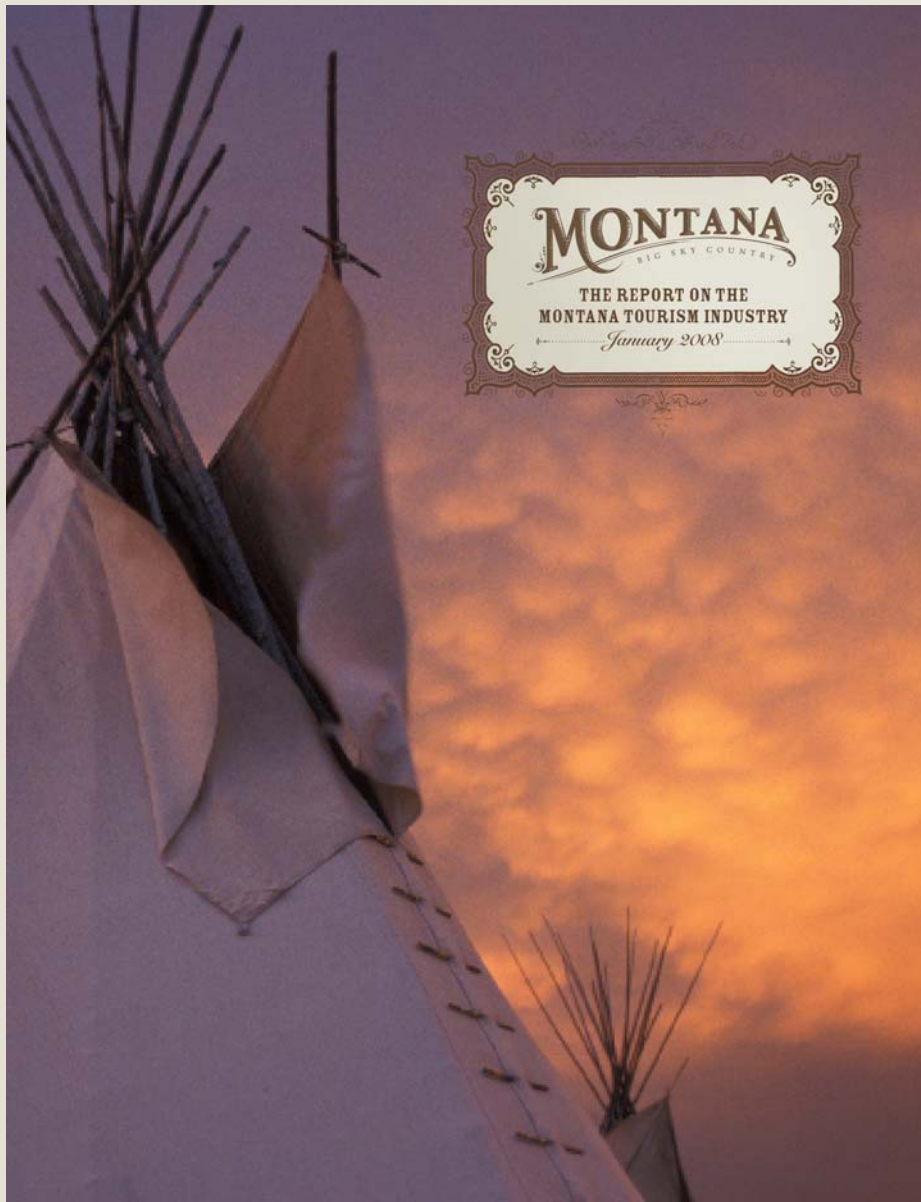
BACK

VACATION PLANNER COVER

FRONT



MONTANA PROMOTION DIVISION • DEPARTMENT OF COMMERCE



ANNUAL REPORT



MONTANA PROMOTION DIVISION · DEPARTMENT OF COMMERCE

INTERNET



MONTANA PROMOTION DIVISION · DEPARTMENT OF COMMERCE



INTERNET

Search Engines

- Google, Yahoo!, iExplore

Direct E-mail

- YellowstonePark.com
- BudgetTravel.com
- YesMail

Banner Ads

- Travel websites
- Culture/history websites
- Outdoor enthusiast websites
- Active mature websites
- Family travel websites





INTERNET

Travel

- Away Network
 - Includes away.com, gorp.com, gorptravel.com, outside.com
- TripAdvisor.com
- BudgetTravel.com
- Fodors.com
- TravelandLeisure.com

Family Travel

- FamilyTravelForum.com
- Away Network





INTERNET

Culture/History

- NationalGeographic.com
- Smithsonian.com

Outdoor Enthusiast

- Wildernet.com
- [Away Network](http://AwayNetwork.com)
- GordonsGuide.com

Active Mature

- AARP.org





BANNER CREATIVE





INTERNET CO-OPS

TripAdvisor.com geo-targeted banners

- Bozeman CVB
- Big Sky CVB
- Russell Country

Away.com & network geo-targeted banners

- Russell Country
- Glacier Country
- Big Sky CVB
- Bozeman CVB
- Missoula CVB





INTERNET CO-OPS

CONTINUED

BudgetTravel.com Direct E-mail

- Russell Country

YellowstonePark.com Direct E-mail

- Big Sky CVB
- Bozeman CVB

NationalGeographic.com :15 pre-roll video

- Bozeman CVB
- Whitefish CVB





INTERNET

Timing

- March 08 through July 08
- Additional internet media buy likely

Search Engines (Pay-per-Click Advertising)

- Cost: \$94,000.00
- Clicks: 87,500
- Cost-per-click: \$1.07

Content Websites (Pay-per-Impression Advertising)

- Cost: \$137,558.40
- Impressions: 6,978,350
- CPM: \$20.23





INTERNET

Total Budget: \$231,558.40

Co-op contribution: \$29,846.07 (13% of total)



WEB DEVELOPMENT



MONTANA PROMOTION DIVISION · DEPARTMENT OF COMMERCE



WEB DEVELOPMENT

- Website Enhancements
 - Rich media content development
 - Niche webpage sites
- E-mail Marketing Service





RICH MEDIA DEVELOPMENT

- Audio podcasts
 - Register of Historic Places (Butte)
 - Ghost Town Walking Tour (Virginia City and/or Nevada City)
 - Pintler Scenic Driving Route
- Streaming video / video podcasts
 - Glacier National Park
 - “A Day in the Life”
 - Researching repurposing of “Backroads of Montana” footage
- Interactive maps & timelines
- Photo slide shows
- Downloadable PDFs





NICHE WEBSITE SECTIONS

- Dining & Restaurants
- Rodeos
- Farmer's Markets & Ag Tours



DINING & RESTAURANTS



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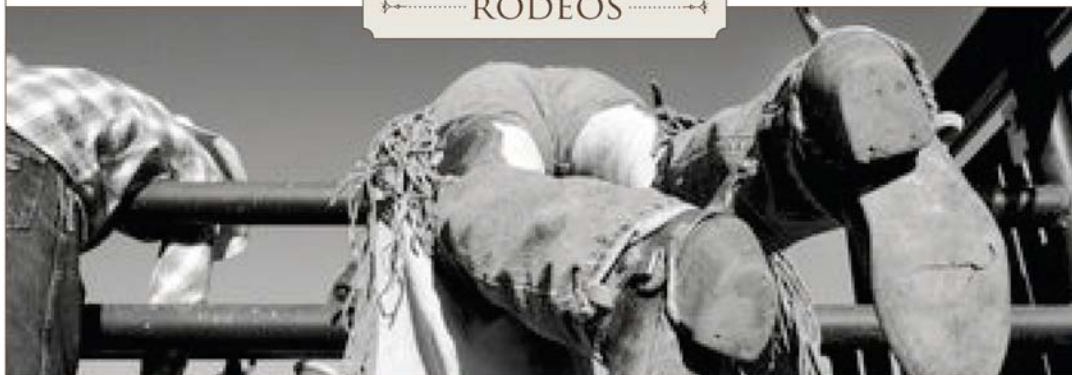
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DINING & RESTAURANTS IN MONTANA



RODEOS



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BUCKING HORSE SALE

Miles City, Montana



MONTANA RODEOS



DAY IN THE LIFE

IN THE KNOW (AS IT PERTAINS TO RODEO)

PLACES TO
STAY

PLAN A
VACATION

EXPLORE
MONTANA

EVENTS
CALENDAR

THINGS
TO DO

WEATHER
& ROADS

WATCHABLE
WILDLIFE

mt.gov

Official State Travel Information Site

FARMERS MARKETS & AG TOURS



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ROCKY CREEK FARMS

Bozeman, Montana

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MONTANA FARMERS MARKETS & AG TOURS



MT FARMING & RANCHING

AG TOURS



E-MAIL MARKETING

Service provider: eROI

- Cleaning and updating current database of email addresses
- Matching emails to current mailing address leads
- Building an opt-in database and associating interests
- User-friendly templates allow in-house email blasts
- Legal, ethical, & efficient management of contact information
- Future for Travel Montana's lead-sharing program
 - TM organizes e-blast opportunities under new brand platform
- Backend stats & analysis
- To be deployed Spring/Summer 2008



KEY MARKET CAMPAIGNS



MONTANA PROMOTION DIVISION · DEPARTMENT OF COMMERCE



KEY MARKET CAMPAIGNS

Still in development- pending participation
from promotion partners

Potential markets:

- Chicago
- Atlanta
- Dallas



IN-STATE PROMOTION



MONTANA PROMOTION DIVISION · DEPARTMENT OF COMMERCE



IN-STATE PROMOTION

Purpose:

- Create ambassadors for tourism in Montana
 - Visitors: Show them why MT is special
 - Residents: Embrace tourism as an important and beneficial industry
- Support efforts to preserve & enhance tourism offerings
- Build partnerships with other Montana entities that share common interests & goals
- Have impact but “share the wealth:” use budget for one-time infusions/launching pads for self-sustaining projects
 - leverage contribution through partners & their networks of support





IN-STATE PROMOTION

2008: Protect & Preserve Montana's Open Spaces

Partners:

- Montana Innkeepers Assn (MIKA)
- Montana Association of Land Trusts (MALT)
- Travel Montana

All partners recognize that Montana's open spaces and scenery, and the public's enjoyment of them, are major reasons visitors choose to vacation here and residents choose to live here. These resources should be protected and managed for the mutual benefit of visitors and residents alike.





IN-STATE PROMOTION

2008: Protect & Preserve Montana's Open Spaces

Program Background

- Participating MIKA properties to assess/collect voluntary \$1 donation for each guest stay
- Money collected to be used for preserving Montana's open space
- Money received by the Montana Association of Land Trusts (MALT)





OPEN SPACES

IN-STATE PROMOTION

Travel Montana

- Contributes \$100,000 through the services of Mercury Advertising for creative, production, assistance with project coordination and outside costs

MIKA

- Distributors of message (in-hotel & in-room)
- Collectors of fees/donations

MALT

- Leverages additional funds through grants and other partners
- Recipient of funds
- Allocates funds towards appropriate projects





OPEN SPACES

IN-STATE PROMOTION

Program Promotional Needs

- Step 1: Determine # of participating properties
- Step 2: Design/produce marketing materials
- Step 3: Implementation (2009)
- Step 4: Tracking & Analysis
- Budget: \$100,000-\$150,000 (depending on outside grants)



3 PARKS CAMPAIGN



MONTANA PROMOTION DIVISION · DEPARTMENT OF COMMERCE



3 PARKS CO-OP

Campaign to promote region's three national parks:

- Glacier NP
- Grand Teton NP
- Yellowstone NP

Contributing partners include:

- Travel Montana (\$65,000)
- Wyoming Travel & Tourism (\$65,000)
- Grand Teton Lodging Co. (\$20,000)
 - lodging concessionaire for GTNP
- Xanterra (\$20,000)
 - lodging concessionaire for YNP





3 PARKS

CONTINUING 2007 STRATEGY

Target Market

- Adults traveling without children, ages 45-64
 - formerly families, targeting parents ages 35-54

Campaign Timing

- Encourage travel in the fall shoulder season
 - formerly focused on summer trips
- Campaign advertising will run May-August
 - formerly ran March-May





3 PARKS

- New creative to come
 - Magazine
 - Field Guide (fulfillment piece)
 - Web banners & 3parks.com website
- Co-op Budget = \$170,000
 - Magazine media buy & production: \$135,000
 - Field Guide printing & production: \$10,000
 - Web buy & development: approx. \$25,000





Presentation will be available at:

www.TravelMontana.mt.gov



MONTANA PROMOTION DIVISION · DEPARTMENT OF COMMERCE